

## TELEVISION VIEWING BEHAVIOUR OF RURAL FARM WOMEN IN ERODE DISTRICT OF TAMILNADU

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**Abstract:** The present study was carried out to analyze the television viewing behavior of rural farm women in Erode District of Tamilnadu. A total of eighty rural farm women were randomly selected for the study and the data were collected through personal interview method and subjected to statistical analysis. With regards to subscription of television connection, majority of rural farm women (81.25 %) had Local cable channel connection followed by DTH(18.75 %). With respect to television viewing behaviour of rural farm women, majority (57.50 %) of farm women viewed entertainment programmes like comedy, songs, dramas and films followed by informational programmes such as news, aarokkia bharatham, marutuva nerum and santai (17.50% ) agricultural and animal husbandry programmes like vayalum valvum, malarum bhoomi and pon vilaiyum bhoomi (15.00 % ) and religious programmes (10.00 %).

**Keywords:** Entertainment, informational, agricultural and animal husbandry and religious programmes.

### Introduction

The role of mass media as an instrument for social, cultural and economic changes is such more vital today than ever before. Communication in rural areas is a necessary and vital process in achieving the set national goals. The distance between women and media, not only deprives the women of their right to information and knowledge but also keep the women in the dark regarding the blatant misuse of the females and the distortion of the truth (Ramakrishna, 2012). In mass media, television plays an important role in non – formal education and deals with important issues relating to social and economic progress of rural women. Various programmes in television are essential for improving self image and confidence of rural farm women. Keeping this in view the present study was carried out to analyze the television viewing behavior of rural farm women in Erode District of Tamilnadu.

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## Materials and Methods

The present study was carried out to analyze the television viewing behavior of rural farm women in Erode District of Tamilnadu. A total of eighty rural farm women were randomly selected for the study and the data were collected through personal interview method and subjected to statistical analysis.

## Results and Discussion

### 1. SUBSCRIPTION OF TELEVISION CONNECTION

Distribution of respondents according to subscription of TV Connection is presented in Table1.

**Table 1.** Distribution of respondents according to subscription of TV Connection

Type of TV Connection	Frequency (n = 80)	Percentage
Local Cable channel	65	81.25
DTH	15	18.75

It was found that the majority of rural farm women (81.25 %) had Local cable channel connection followed by DTH (18.75 %). Similar findings were reported by Meenambigai and Seetharaman (2004) and Ramakrishna (2012).

### 2. TELEVISION VIEWING BEHAVIOUR OF RURAL FARM WOMEN

Distribution of respondents according to television viewing behaviour of rural farm women is presented in Table2.

**Table 2.** Distribution of respondents according to television viewing behaviour of rural farm women

S.No	Type of Programmes	Frequency (n = 80)	Percentage
1.	Entertainment programmes (comedy, songs, dramas and films)	46	57.50
2.	Informational programmes (news, aarokkia bharatham, marutuva nerum and santai)	14	17.50
3.	Agricultural and animal husbandry programmes (vayalum valvum, malarum bhoomi and pon vilaiyum bhoomi)	12	15.00
4.	Religious Programmes	8	10.00

The results of the study revealed that entertainment programmes like comedy, songs, dramas and films were viewed regularly by 57.50 per cent of farm women. Whereas informational programmes such as news, aarokkia bharatham, marutuva nerum and santai were viewed by 17.50 per cent of the rural farm women. With regards to agricultural and animal husbandry programmes it was noticed that only 15.00 per cent of the farm women were regularly viewed the programmes like vayalum valvum, malarum bhoomi and pon vilaiyum bhoomi. Religious programmes were viewed by only 10.00 per cent of farm women. These findings were goes along with Singh and Singh (2011). From the study it was concluded that though mass media plays a significant role in transfer of appropriate technology to the farming community only negligible percentage of rural farm women viewed the agricultural and animal husbandry programmes. So the extension agencies should make special efforts to telecast agriculture and animal husbandry related programmes and they should also develop media forums so that a comprehensive communication strategy could be developed and utilized for technology dissemination in agriculture and allied animal husbandry activities in village level.

### **Conclusion**

Government and Extension agencies should make special efforts to telecast agriculture and animal husbandry related programmes to promote economic development among them.

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